

ABSTRACT OF THE DISCLOSURE

This winner deciding system includes an information transmitting unit for transmitting preliminary information related to a winning location 5 to a mobile device used by a user, a location receiving unit for receiving location information for specifying a location of the mobile device from the mobile device which has received the preliminary information, a winner deciding unit for deciding a winning mobile 10 device, and a winning result transmitting unit for transmitting a winning result to the decided mobile device.